under the respective head in the particular year. The proposal for SEL show at Kittur Fort submitted by the Government of Karanataka was not supported by the requisite documents as per guidelines.

Poor percentage of tourist arrivals in India

136. SHRI T.T.V. DHINAKARAN: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the share of India in world tourists arrivals is less than 0.4 per cent in the recent years;

(b) if so, the reasons therefor;

(c) the steps taken by Government to boost world tourists arrival to India; and

(d) whether Government does consult the States on the matter of tourism development for better coordination?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) As per the tentative estimates available for the year 2004, an estimated 3.37 million foreign tourists visited India against the total estimated International tourist arrivals world over as 760 million. The share of India in the total world tourist arrivals during the year 2004 in thus 0.44%.

(c) Various steps taken by the Government to improve the flow of foreign tourists into the country and thereby increasing the country's share in world tourism include:—

* Direct approach to the consumers through electronic and print media through the "Incredible India" Campaign.
* Creation of World Class Collaterals.
* Centralized Electronic Media Campaign.
* Direct co-operative maketing with tour operators and wholesalers overseas.
* Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia.

* Participation in Trade Fairs & Exhibitions.
* Optimizing Editorial PR and Publicity.
* Use of Internet and web marketing.
* Generating Tourist Publications.
* Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products.
* Launching of Road Shows in key source markets of Europe.
* Focusing on growth of hotel infrastructure particularly budget hotels.
* Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

(d) Yes, Sir.

Tourism potential

137. PROF. ALKA BALRAM KSHATRIYA: Will the Minister of TOURISM be pleased to state:

(a) whether India is not able to utilize full in tourism potential;

(b) if so, the details thereof;

(c) the details of funds allocated and actually utilised for the development of tourism in the country during 2004-05, State-wise;

(d) the details of ongoing tourist projects launched by Government, State-wise; and

(e) by when the above projects are likely to be completed, particularly in Gujarat?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATIRENUKACHOWDHURY): (a) No. Sir.

(b) Does not arise.

(c) to (e) The details of the number of projects sanctioned, the amount